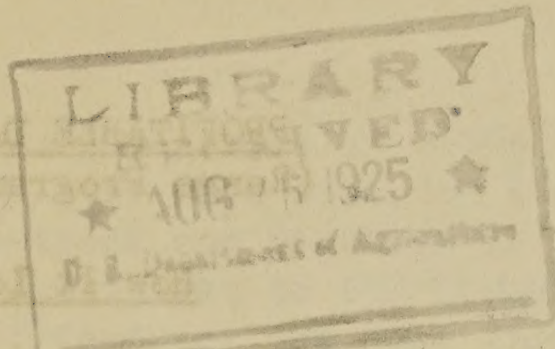


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UNITED STATES DEPARTMENT OF AGRICULTURE

Extension Service

Office of Exhibits

A Summary of the Exhibit

PROFITABLE DAIRYING

A scenic booth exhibit showing why the dairyman must have accurate data on the production of each cow; and the effect of better feeding and better bulls.

Specifications

Floor space - - - - - 13 ft. front, 8  
Wall space - - - - - None. (feet deep.  
Shipping weight - - - - - 600 lbs.  
Electrical Requirements - None.



## PROFITABLE DAIRYING (Range Program No. 3)

### How It Looks

Two large symbolic pictures, on the middle section, are used to drive home the importance of the production factor in dairy cows. The left-hand picture shows a low-producing dairy cow, and in the background a single-track railroad. The other picture shows another cow of greater producing capacity and a double-track railroad. Near each cow is shown, by cut-outs, the proportion of feed consumed and amount of milk produced by each cow. These cows are labeled "Single-track Cow" and "Double-Track Cow". The text below each cow gives interesting cost-of-production data.

One of the three pictures, on the left section, shows what ought to be done with the scrub bull. The picture shows the scrub bull being snapped off of the face of the earth by the middle finger of a gigantic hand. The right section shows pictures of two cows and text containing some important rules for feeding dairy cattle.

The booth is 13 feet across the front, 8 feet deep, and 7 feet high.

### What It Tells

Your herd is what you make it through good or poor bulls. One section of this exhibit brings out the point that more than \$100,000,000 is lost annually in this country through the use of scrub bulls. A man with a small herd can not afford to buy a bull alone, but he can and should afford to join with his neighbors in forming a bull association, for the surest and cheapest way to improve a herd is by good bulls. The community that gets rid of its scrub bulls is on the road to successful dairying.

This exhibit compares two cows with a single-track and a double-track railroad. It shows that capacity counts. Just as the double-track railroad does more than twice the business of the single-track road,



so the cow that produces 300 pounds of butterfat more than doubles the income over feed costs of the 150-pound cow. The single-track cow produces in one year 4,000 pounds of milk, equivalent to 150 pounds of butterfat. Her cost of feed for the same time is \$40, and the income over cost of feed is \$26. But the double-track cow produces in the same length of time 8,000 pounds of milk, equivalent to 300 pounds of butterfat. Her cost of feed is \$60 for the year, and her income over cost of feed is \$74.

Better feeding pays also. One section of this exhibit shows a cow that did not have a chance to make good because she was not fed and cared for properly. The photograph shows her to be in a run-down condition. In contrast to this, the same cow is shown a few years later. After she had been properly fed and cared for, she produced 723 pounds of butterfat in one year. This exhibit also brings out the following points on better feeding: (1) Good pastures furnish cheap feed; (2) use silage or root crops in winter; (3) feed alfalfa or some other legume hay regularly; (4) feed grain mixture that will balance the ration; (5) provide rations rich in minerals for heavy producers.

#### Where to Get Information

The following bulletins may be obtained free of charge from the U.S. Department of Agriculture, Washington, D.C.

Farmers' Bulletin No. 578 Making and Feeding of Silage.

Farmers' Bulletin No. 855 Home Made Silos.

Farmers' Bulletin No. 339 Alfalfa

Farmers' Bulletin No. 1229 Alfalfa Utilization

Farmers' Bulletin No. 1021 Alfalfa on Corn Belt Farms.

Farmers' Bulletin No. 1179 Feeding Cottonseed Products to Livestock.

U.S.D.A. Bulletin No. 1272 Values of Various New Feeds for Dairy Cows.

Farmers' Bulletin No. 1433 Dairy Cattle Breeds

Farmers' Bulletin No. 1167 Essentials of Animal Breeding



Farmers' Bulletin No. 1446 Cow Testing Associations  
 Farmers' Bulletin No. 743 Feeding Dairy Cows  
 Farmers' Bulletin No. 1336 Feeding Calves  
 Farmers' Bulletin No. 873 Utilization of Farm Wastes  
 Farmers' Bulletin No. 578 Making and Feeding Silage  
 Farmers' Bulletin No. 855 Home Made Silos  
 U.S.D.A. Bulletin No. 945 Influence of Calcium and  
 Phosphorus  
 U.S.D.A. Bulletin No. 1069 Relation of Production to  
 Income  
 Miscel. Circular No. 12 Handbook for Better Feed-  
 ing  
 Dept. Circular No. 235 Utility Value of Purebred  
 Livestock  
 Dairy Div. E. No. 10 Your Future Herd  
 Yearbook Separate No. 841 Bunts and the Remedy  
 U.S.D.A. Bulletin No. 1071 Influence of Season of  
 Freshening.

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 to Livestock.  
 U.S.D.A. Bulletin No. 1375 Values of Various New Feeds  
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